

TEXAS DEPARTMENT OF HEALTH AUSTIN TEXAS INTER-OFFICE

TO: WIC Regional Directors

WIC Local Agency Directors

FROM: Barbara Keir, Director (Original Signed)

Division of Public Health Nutrition and Education

Bureau of Nutrition Services

DATE: March 21, 2003

SUBJECT: World Breastfeeding Month 2003

The theme for Texas WIC World Breastfeeding Month 2003 is *Breastfeed for Leaner, Brighter, Healthier Little Texans!* Posters, activity booklets and magnets will be purchased for local agencies that want to emphasize breastfeeding promotion during the month of August 2003. This year the magnet supply is very limited and it is possible that you will not receive your full order. When you receive your materials, you will also receive an information packet that will include ideas for celebrating World Breastfeeding Month and a sample press release.

Magnets with breastmilk storage guidelines and *Breastfeed For Leaner*, *Brighter*, *Healthier Little Texans* posters will be available in English and Spanish. The *Children's Activity Booklet* is bilingual. If you wish to order these items, please complete the attached order form and fax to Amanda Hovis, at **(512) 458-7609 no later than Friday, April 4, 2003.**

If you have questions or require additional information, please contact Amanda Hovis, Nutrition Education Consultant, at (512) 458-7111, extension 3411 or amanda.hovis@tdh.state.tx.us or Tracy Erickson, WIC Breastfeeding Coordinator, at (512) 458-7111, extension 3409 or tracy.erickson@tdh.state.tx.us.

Attachment

